HOBOES PROTECT THEIR MEETING AGAINST INVASION BY UNITED CHARITIES

## THE DAY BOOK

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## BIG BUSINESS IS DRIVING LITTLE BUSINESS OUT OF ALL BUSINESS

Some Signs of the Times That the Ignorant Average
Business Man Doesn't See in the Daily Newspapers

-Labor Moving Toward Co-operative Stores.

## BY N. D. COCHRAN

Do YOU know that the average business man can't tell what's going on by reading the average daily newspaper?

On every hand there are signs that he who runs may read, provided he knows where to look for the signs. But the average business man is so ignorant of everything but his own business, and so engrossed in making money, that he gets his nose down in a rut and is afraid to take it out long enough to look around and see what's going on.

If he depends upon the daily newspapers that are governed by their advertisers he has a mighty poor conception of the industrial war and of what's going on in the labor movement.

All you find in the newspapers is a glimpse at fleeting phases of the industrial struggle, with little or no analysis of their meaning, taken in connection with other phases.

In his ignorance the average retail merchant thinks his interests lie with those of his banker, or the wholesalers with whom he does business. He either fools himself, or is fooled, into believing that he is a part of the capitalist class.

If he knew what is going on he would know that his interests lie with

Take Julius Rosenwald, for example. If Rosenwald made an annual